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/1 🚨BREAKING — we filed a shareholder lawsuit against @Target in federal court over its misleading statements to shareholders about monitoring political/social risks, resulting in a $12B loss due to its recent promotion of queer/transgender propaganda to children.

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5:22 PM · Aug 8, 2023 · **240K** Views

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Kristina Kris @kristina123kr · 1s
Great!

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/2 In its 2022 and 2023 Proxy Statements, Target assured shareholders and investors that the Board was monitoring for social and political issues and risks arising from the company's ESG mandates.

4 · 44 · 274 · 9,548

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/3 However, management only cared whether its leftist "stakeholders" were satisfied, disregarding the possibility that its customers and shareholders might feel differently.

3 · 48 · 299 · 8,892

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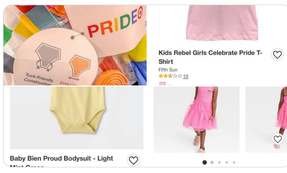
/4 In May 2023, Target embraced the radical transgender agenda with its "Pride" marketing and sales campaign.

The collection included clothing for children with rainbow symbols, LGBT-themed bibs and onesies for babies, and "tuck-friendly" bathing suits for "transgender women."



4 · 40 · 256 · 7,987

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/5 This reckless move predictably caused more than a $12 billion collapse in share value — its largest loss in over 20 years.

FOX NEWS Login Watch TV

MEDIA · Published May 31, 2023 12:57pm EDT

Target may have 'lost control of the narrative' as financial losses, LGBT anger mount: consumer researchers

Target's market value has declined more than $12 billion in recent days

By David Rutz | Fox News

2 · 54 · 291 · 7,256

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/6 This is not the first time Target's management has used shareholder funds to virtue signal to leftist extremists, heedless of the consequences for the corporation's brand, customers, and shareholders.

2 · 39 · 243 · 6,812

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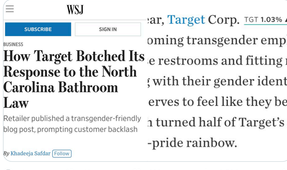
/7 After the North Carolina legislature adopted a law in 2016 to keep biological men out of bathrooms used by women and girls, Target welcomed its employees and shoppers to use restrooms and fitting rooms "corresponding to their gender identities."


WSJ
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How Target Botched Its Response to the North Carolina Bathroom Law
Retailer published a transgender-friendly blog post, prompting customer backlash
By Khadeeja Safdar Follow

…ar, Target Corp. TGT 1.03% ▲
…oming transgender empl…
…e restrooms and fitting r…
…with their gender identi…
…erves to feel like they bel…
…turned half of Target's …
…-pride rainbow.

4 · 42 · 222 · 6,594

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/8 After a massive backlash, CEO Brian Cornell reportedly admitted to Target staff that "Target didn't adequately assess the risk" and that "the ensuing backlash was self-inflicted."

> Mr. Cornell, 58 years old, expressed frustration about how the bathroom policy was publicized, and told colleagues he wouldn't have approved the decision to flaunt it, these people said. Target didn't adequately assess the risk, and the ensuing backlash was self-inflicted, he told staff. Now, it was too late to reverse course.

1 · 42 · 230 · 6,321

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/9 But, instead of apologizing, the CEO publicly defended the decision: "We took a stance, and we're going to continue to embrace our belief of diversity and inclusion, just how important that is to our company."

2 · 36 · 206 · 6,157

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/10 Target has also adopted "supplier diversity" targets, including a majority of collections to be made by "LGBTQIA+ creators and brands" in 2022, and engaged in the odious and illegal practice of race-based hiring by adopting a plan to increase its "representation of Black team… Show more

Target Releases Workforce Diversity Report; Plans to Increase Representation of Black Team Members Across the Company by 20 Percent over

team members

As part of its longstanding commitment to creating a culture that is diverse, equitable and inclusive, Target today released a detailed racial and gender breakdown of its team across all levels of the organization.

Along with issuing the report, Target also announced plans to increase representation among its diverse suppliers with diverse suppliers and underrepresented communities globally, leveraging our scale as a purchaser to support economic development and enhance our guests' shopping experiences.

3 · 40 · 206 · 6,323